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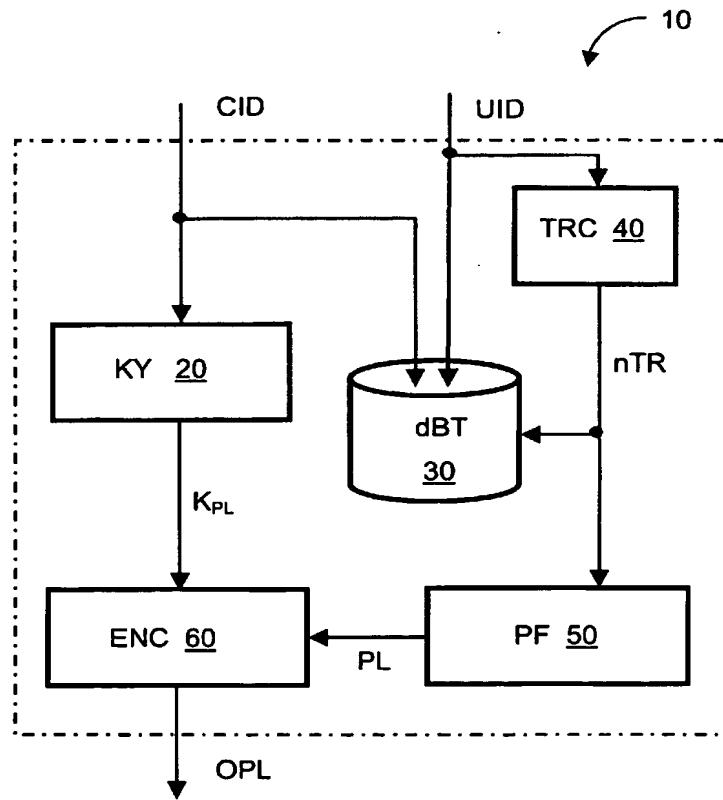
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[Continued on next page]

(54) Title: METHOD OF ALLOCATING OPTIMAL PAYLOAD SPACE



(57) Abstract: There is provided a method of allocating optimal payload space in a watermarking system. The method includes steps of: (a) obtaining identification parameters relating to programme data content (PC), said identification parameters including at least one or more user identifiers (UID) and one or 5 more programme content identifiers (CID); (b) storing said identification parameters (UID, CID) in one or more databases (30); (c) generating one or more transaction numbers (nTR) capable of being uniquely mapped to corresponding identification parameters (UID, CID) stored in the one or more 10 databases (30); and (d) generating watermark information for carrying said one or more transaction numbers (nTR) and embedding said watermark information as an optimized payload (OPL) into said programme data content (PC) to generate corresponding watermarked data content (WPC).



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